

SCA Speech Communication

Mrs. Wilson

Assignment: Leadership Speech Phase One Due _____

In this assignment, everyone will be assigned the same broad topic, but each person will bring his or her own slant to it, with the goal of crafting, or building, a more formal speech.

You have been assigned to write a speech on the broad topic of “Leadership.”

1. Focus your speech. Here are some very general ideas:

Leadership in the world today

Leadership in the local community

Leadership qualities

Leadership and the Free Enterprise System

Great Leadership Examples, either current or historical

How Leadership has changed

What Leadership means to me

The Importance of Leadership

Representation in Leadership

Cultivating a Leadership Mentality

2. Before you get any further, think about the audience.

3. After choosing your focus, add specifics – don’t give a speech just using generalities. Use research, statistics, stories, real people, real events, real quotes, to support your speech.

4. Come to class on Friday with at least TWO FULL PAGES of material to work with. KNOW WHAT YOUR FOCUS IS. Next Monday we will have an in-class workshop and discuss the speeches and work on them in class.

5. Our goal is to end up with a 4-6 minute speech filled with solid information.

6. Make sure you have chosen the specific focus of your speech, have amassed enough information for a 4-6 minute speech, and answer the following questions:

1. What is the purpose of the speech?
2. What content is required (i.e., what is the speech supposed to be about?)
3. What is the engaging content (this is the content unique to your speech)?
4. What content should be clarified for my specific audience?
5. What connectors (things that would help listeners connect with your content) should be included to hook your audience members?
6. What content should be excluded (unnecessary)?
7. How am I going to organize it?
8. How am I going to grab the attention of the audience at the beginning?

